



Paula Nye Memorial Education Grant Projects Summaries

Bike Louisville / February 2011

Louisville Metro Police Helmet, Light, Reflective Items and Yellow Card Giveaway Program

Goal: Increase opportunities for bicyclist education

Amount: \$5,200

Description: The Louisville Metro Police Department (LMPD) Helmet, Light, Reflective Items and Yellow Card Give Away program will help inform, educate and ensure Louisville's bicyclists and pedestrians have the correct equipment to keep them safe on the roads. While we have negotiated substantial discounts on the bulk purchase of these helmets, lights and reflective items, there is still significant cost associated with the program. The Paula Nye Memorial Bicyclist and Pedestrian Education Grant will allow for 316 helmets, 200 red and 200 white bicycle lights and 400 reflective leg straps to be given away for both cyclists and hikers so both groups can be seen while cycling or walking at dusk dawn or dark.

LMPD Bicycle Patrol and Youth Bicycle Safety Program

Goal: Increase opportunities for bicyclist education

Amount: \$7,300

Description: Currently the Department of Public Health and Wellness, Louisville Department of Public Works and Assets, the Step Up Louisville and Bike Louisville teams, have started to implement a similar youth cycling class at several JCPS schools. To expand this program an LMPD Bicycle Patrol aspect and a summer bicycle safety youth program would be added to the overall Youth Bicycling Safety program.

Part of the funding would allow several LMPD officers to bicycle in targeted areas and hand out educational citations to youth who are not following the rules of the road. The other part of the funding would allow for these citations to be redeemed during several summer bicycle safety youth classes. The classes will be taught by Louisville's more than ten Certified League Cycling Instructors (LCIs), individuals who have undergone intensive training to become certified as bicycle safety educators. The classes will teach our youth to walk and bicycle defensively, to anticipate dangerous situations, and to react appropriately. Each graduate will be awarded a bicycle helmet if they do not already own one.

Driver's Education Bicycle Program- Pull Up Marketing Banner

Goal: Increase opportunities for motorist education

Amount: \$1,800

Description: To provide educational material at the State of Kentucky's Driver Testing-Bureau of State Police. After contacting Jefferson County's Driver Testing - Bureau of State Police, they agreed to allow us to display a pull up marketing banner featuring some useful tips of how to drive around bicyclists and some of the rules of the road to be aware of. Therefore Bike Louisville and Step Up Louisville will create a banner and posters to be placed where an annual number of 46,000 new and renewing motorists can view the rules of the road.

Driver's Education Bicycle Program- Bike Safety Video for State Traffic School

Goal: Increase opportunities for motorist education

Amount: \$2,000

Description: In 2010 the Paula Nye Grant allowed Bike Louisville to create a short bicycle safety education video. This video has been a huge success and has been used during several bicycle education classes. Currently Dr. Terry Kline from the ECU Traffic Safety Institute would like to use the current video in all of Kentucky's State Traffic Schools, but shorten it so it can be used to target the 16,000 people who attend traffic school in Kentucky each year. Allowing the video to be tailored to motorists will allow the ECU Traffic Safety Institute to educate the captive traffic school audience on the importance of sharing the road with all road users' including bicyclists and pedestrians. Bike Louisville is also investigating whether a video produced by the League of Illinois Bicyclists on bike safety may serve our needs with some funding going toward editing and customizing for Kentucky.

Integrate Rules of the Road Material into Driver Education Programs

Goal: Increase opportunities for driver education about bicyclists

Amount: \$1,200

Description: Currently there are 6 area driver education programs in operation in the Louisville area. Bike Louisville will be distributing motorist and bicycle safety materials to each in an effort to integrate bike safety in driver education classes.